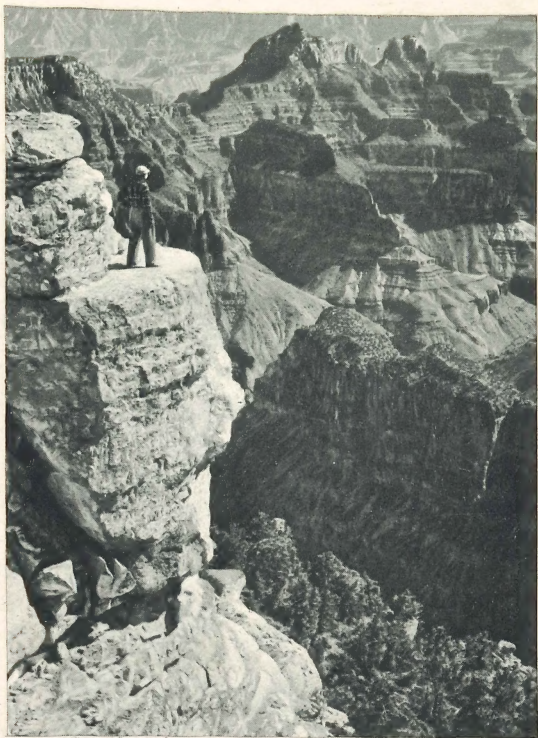


*Best travel pictures
you ever took!*

... ALL FINISHED
IN 60 SECONDS





*...all finished
in 60 seconds!*

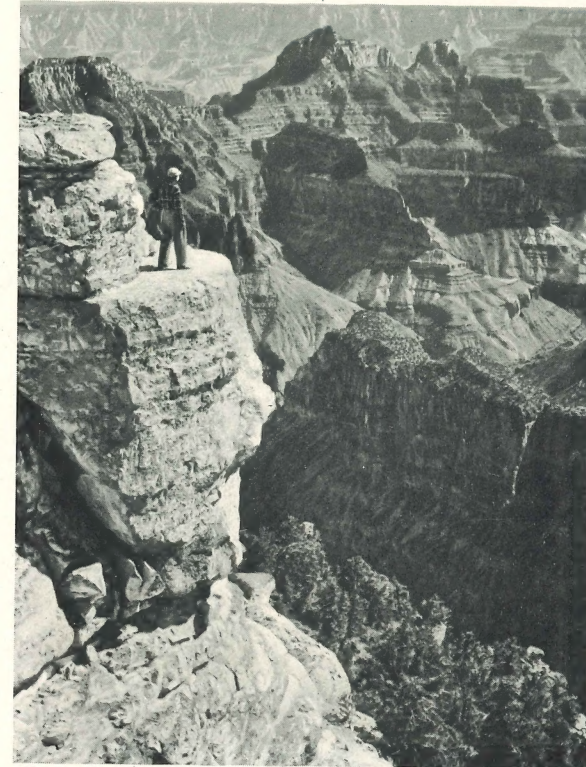
SNAP YOUR PICTURE...

a minute later...

LIFT OUT YOUR FINISHED PRINT

**That's the magic of
The Polaroid® Land Camera**

You know how much it means to come home with really good travel pictures. We hope this booklet will help you do just that — whatever camera you use. But no matter how pleased you are with your present camera, or how well you like the pictures you take with it — here's a friendly challenge: Read our story on these pages. Then drop in at your photo store and try the Polaroid Camera. When you see for yourself, you'll agree that it's the answer to a traveller's prayer.





*This is what 60-second pictures
will mean on your next trip*

YOU'LL NEVER "MISS" A TRAVEL PICTURE

Ever snap a travel scene you really wanted — only to discover, too late, that it didn't come out? That can't happen with a Polaroid Camera. The picture is yours for sure. If you make a mistake in pose, exposure, or lighting, you see your results in 60 seconds — can make your corrections and shoot again right away.

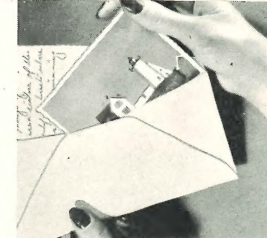
YOU'LL HAVE MORE FUN

... Because there's a real thrill to seeing your pictures come right out of the camera, all finished and ready to enjoy! There are no developing problems en route ... no trips to the store to leave and pick up pictures when you return.



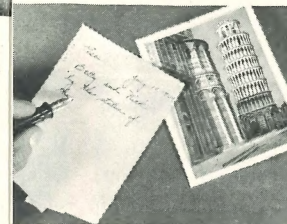
YOU'LL MAIL PICTURES HOME

... the very day you take them! Everyone gets a kick out of these up-to-the-minute picture letters.



WRITE NAMES AND DETAILS ON THE BACK

You need never look at a travel picture and ask, "Who was that fellow on the right?" His name will be right on the back.



IMPROVE YOUR SKILL — TACKLE THE UNUSUAL



You're expert in no time when you see results of your experiments on the spot. You'll know just what to do on the second try. You'll take interiors, close-ups, and other shots you never dared attempt before.

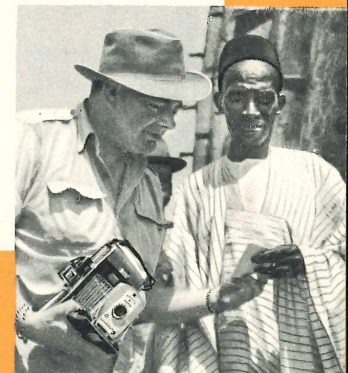
MAKE FRIENDS FASTER

Everybody's interested. They'll crowd around you expectantly when you snap the shutter ... be thrilled when you show the finished print a minute later. It's a swell ice-breaker. ➡



SPEAK THE UNIVERSAL LANGUAGE — PICTURES ➡

Make a picture of the cop, the captain, the friendly native — or the native you hope will be friendly! — and give it to him on the spot. A perfect way to make friends with strangers ... to get the camera-shy to pose.



YOU'LL ENJOY LOW-COST PICTURES

You won't waste film by repeating errors. You won't take extra shots "just in case". Double exposures are ruled out too — because you automatically advance the film after each picture is snapped.

LEARN NEW TECHNIQUES QUICKLY

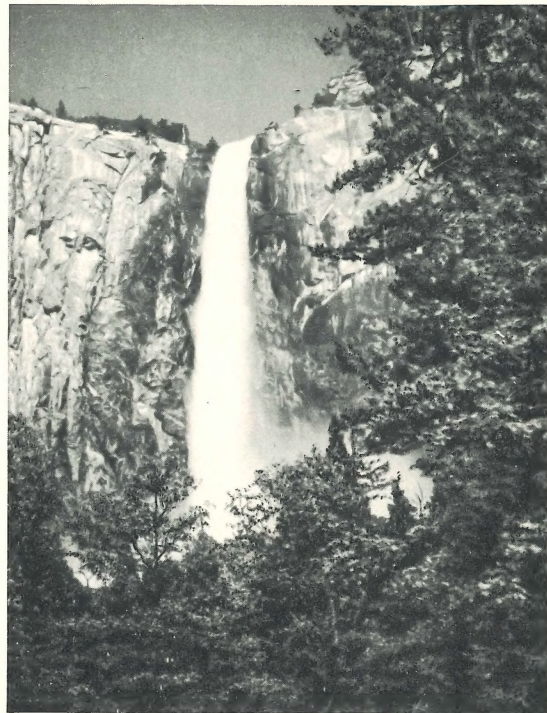
Puzzled by the technical ins-and-outs of filters, close-up lenses, special lighting? The mystery disappears completely when you see what you are doing as you go along. You can slip a filter over the lens and a minute later see exactly what it did for the picture.

SHOW YOUR TRAVEL DIARY THE MINUTE YOU GET HOME

What a thrill to have your pictures with you while you're traveling — to show them to family and friends as soon as you get home! You'll have a complete record of your trip — in sharp, brilliant snapshots.

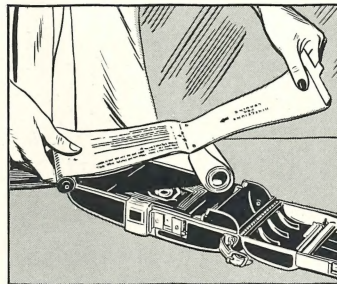
GET EXTRA PRINTS AND ENLARGEMENTS — THE EASY WAY

You and your friends will want extra copies and enlargements of your best travel pictures — and with a Polaroid Camera, that's easy. They're made directly from your print. No need to keep track of negatives. You can get really fast copy service at low cost simply by sending your prints to Polaroid Corporation—or from your photo dealer.

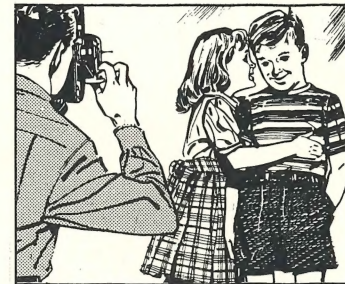


Polaroid film available the world over . . . through 6,000 dealers in the U. S. alone. If you should run short while away from home, just call Western Union by number and ask for Operator 25. She can tell you the nearest dealer—ask him to arrange for delivery to your door.

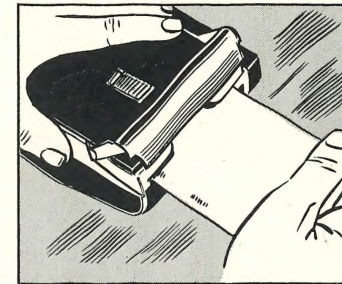
SEE HOW EASY IT IS TO GET PICTURES-IN-A-MINUTE..



LOAD IT — Easy drop-in loading — easier than any camera you've ever used.

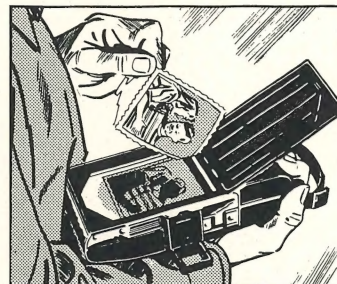


SNAP IT — Easy to focus, easy to set for any lighting. Then snap the shutter and . . .

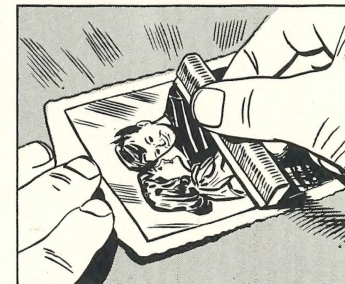


PULL THE TAB — Now the picture's beginning to develop . . . right in the camera.

..... ONLY 60 SECONDS LATER



SEE IT — Open the back of the camera, and lift out your finished picture.



COAT IT — A whisk of the new Print Coater gives your prints a permanent, hard finish.

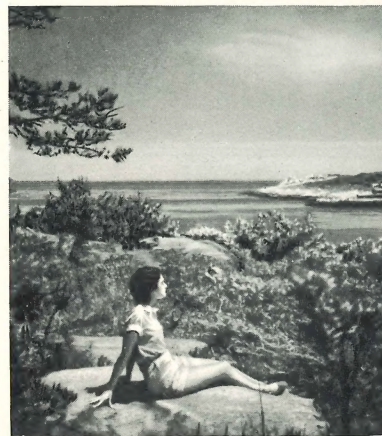


ENJOY IT! — A picture you'll be proud to show now, and in the years to come.

*Here are
eight ways
to make better
travel pictures*

TELL A PICTURE STORY

Your first chapter might picture the family poring over maps and travel booklets. Another when you get underway — and so on from place to place until you unpack the luggage again. ▶



TAKE PICTURES INDOORS

You want to show all your good times — indoors and out. If possible use a flashgun. But time exposures, if the camera is steadied on a tripod or table, make excellent pictures. ▶



PUT LIFE IN YOUR PICTURES

Keep your snapshots from getting that "picture-postcard" look. Even in your scenic shots, put someone in the foreground. It's the people in them that make pictures truly personal. ◀

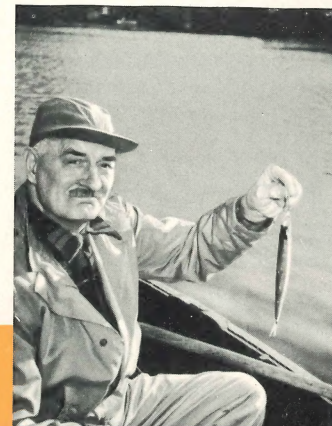


USE YOUR FLASHGUN IN DAYLIGHT

In the picture (left) part of the subject is in shadow, part brightly lighted. In the other picture, the flash has filled in the shadows. Use normal exposure setting for sunlight. For close-ups, cover the flash bulb with handkerchief to reduce its brilliance.

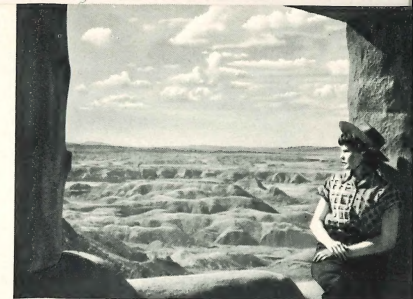
RELAXED PICTURES

Good travel pictures are relaxed pictures — people caught off guard. When you see a good picture opportunity, just snap it — don't kill the fun by setting up a pose.



FOR DEPTH

A clue to good scenic shots is to place a person, a tree, an overhanging roof, or some other object in the foreground. The figure will reveal the distance and size of the scene. ▶



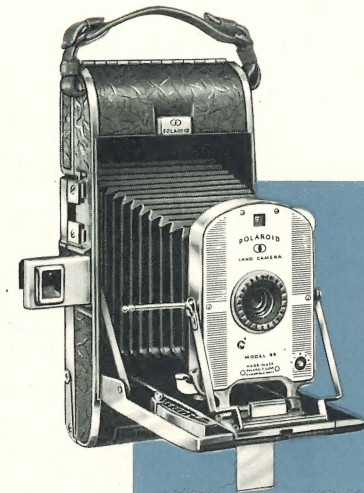
CHOOSE YOUR BACKGROUND

Look beyond the subject before you shoot. If the background is confusing, or not typical of the place you are visiting, change your camera position or move the subject.

TAKE PLENTY OF CLOSE-UPS

For better portraits, move in close. Best distance is about 4 feet. For groups, ask everybody to crowd in close.





YOUR CHOICE OF THESE TWO FINE PICTURE-IN-A-MINUTE CAMERAS

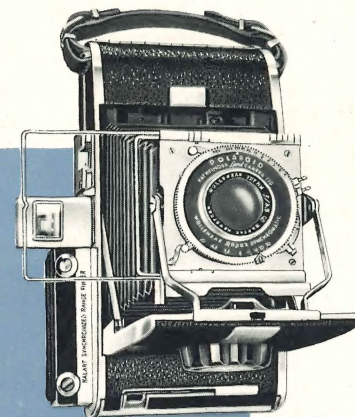
THE POLAROID MODEL 95 — The camera that made 60-second photography famous. Easy "drop-in" loading, no spools to thread, no knobs to turn, no double exposures! One dial sets both lens opening and shutter speed. Eye-level viewfinder lines up scenery or close-ups without adjustment. Synchronized for flash. Takes a big 3¼" x 4¼" picture. Only.....\$89.75

POLAROID MODEL 95 ACCESSORIES

- Two sure-fire flashguns.** They mount right on camera.
Powerful capacitor gun.....\$17.25
Regular flashgun.....\$11.00
- Polaroid G-E Exposure Meter.** Meter scale reads in numbers corresponding to shutter numbers. Saves film, assures better pictures.
Meter.....\$14.25
Leather Case.....\$ 1.50
- Close-up Lens Kit.** Photograph anything as close as 6 inches with hairline sharpness. Three lenses, built-in steel data tape.
Kit with leather case.....\$8.95

- Filter Kit.** Exciting effects with clouds, distant scenery, reflections, etc. Kit includes Yellow, Polarizing, and Half-Step filters.
Kit with leather case.....\$5.95
- Master Compartment Case.** Holds flashgun, camera, bulbs, film, meter, mounts.....\$29.75
- Regular Shoulder-Sling Carrying Case.** Holds two extra rolls of film, camera.....\$14.95
- Polaroid Write-in Albums.** Sixteen pictures slip into place without paste or mounting corners.
Pocket-size.....\$.49

THE POLAROID PATHFINDER — Here is the aristocrat of 60 second cameras. Stop action with high-speed shutter (1 to 1/400th second) . . . bring dimly-lit scenes to life with f/4.5 lens . . . get hairline sharpness with its precision rangefinder . . . see whole picture before you snap it with its combination Optical and Press Type viewfinder. Has refinements of best cameras made.....\$249.50



POLAROID PATHFINDER ACCESSORIES

- Pathfinder B-C Flashgun.** Built-in exposure guide; extension flash contacts; built-in safety shield with separate diffusing filter for portraiture; and yellow filter for cutting smoke haze and taking flash shots in daylight.....\$19.95
- Polaroid G-E Exposure meter.** Same as Model 95 meter.
Meter.....\$14.25
Leather Case.....\$ 1.50
- Pathfinder Filter and Lens Shade Kit.** Three individually

mounted snap-on units: Yellow filter for cloud effects; polarizer for eliminating glare and obtaining dramatic dark-sky effects; lens shade to use alone, or in combination with filters. In case.....\$10.95

4. Pathfinder Close-up Lens Kit. For close-ups from 5" to 36". Three lenses and built-in data tape. In case..\$14.95

5. Deluxe Pathfinder Camera Case. Holds camera and all accessories plus plenty of extra picture rolls and flash bulbs. In top grain cowhide.....\$33.50

All prices subject to change without notice.



*Yours for
better travel pictures*

Allen's Photo Supply Co.

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PHONE DO 2-2158 FOR REPRINTS